

PRICE



LIST

THE *NEW '55 PONTIAC*

PRESENTS

THE CAR OF CARS

NEW FROM THE GROUND UP

with its

NEW 180 H. P. V-8

STRATO-STREAK

ENGINE



A GENERAL MOTORS MASTERPIECE

Salesman _____

SUGGESTED RETAIL PRICES



NEW ENGLAND
AREA



BOSTON SALES DISTRICT

WHERE OUR CUSTOMERS SEND THEIR FRIENDS!

1955 PONTIAC DELIVERED PRICES

CHIEFTAIN 860 SERIES — 122" Wheelbase

2 Door Sedan	2417.00
4 Door Sedan	2476.00
2 Door Station Wagon	2750.00
4 Door Station Wagon	2834.00

CHIEFTAIN 870 SERIES — 122" Wheelbase

Catalina Coupe	2647.00
2 Door Sedan	2521.00
4 Door Sedan	2580.00
4 Door Station Wagon	2919.00

STAR CHIEF SERIES — 124" Wheelbase

Convertible Coupe	3005.00
Custom Catalina Coupe	2813.00
4 Door Sedan	2676.00
Custom 4 Door Sedan	2769.00



CHIEFTAIN 860 — 2 DOOR SEDAN



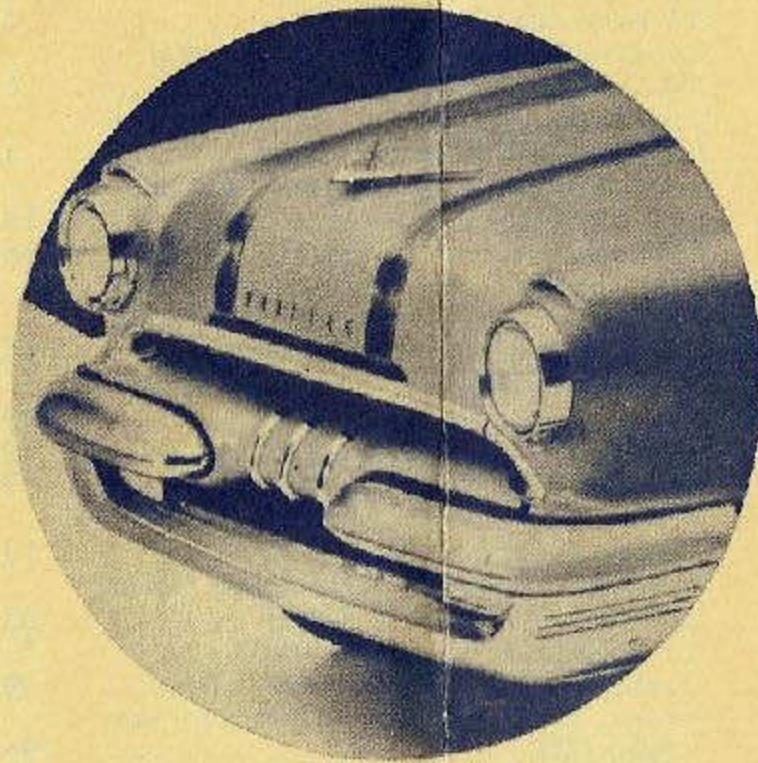
CHIEFTAIN 860 — 4 DOOR STATION WAGON



CHIEFTAIN 870 — 4 DOOR SEDAN



STAR CHIEF — CUSTOM CATALINA COUPE



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Dollar for Dollar You Can't Beat **Pontiac**

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P R I C E L I S T

NEW 1955 ACCESSORY GROUP SYMBOLS—FACTORY INSTALLED

Group	DESCRIPTION	
BA	BASIC GROUP	
	Underseat Heater and Defroster - Direction Signal - Radio and Antenna - Back-up Lamps - Tilting R.V. Non-glare Mirror - Oil-Bath Air Cleaner - Full-flow Oil Filter	204.80
CO	CONVENIENCE GROUP	
	Glove Compartment Lamp - Visor Vanity Mirror - Luggage Compartment Lamp - Ash Tray Lamp - Instrument Panel Courtesy Lamps - Hand-Brake Signal - Underhood and Trouble Lamp - Outside Rear-View Mirror	
	All except Convertible, Catalinas, SWGS.	27.05
	Convertible	17.30
	Catalinas	21.75
	SWGS	25.45
AP	APPEARANCE GROUP	
	Exhaust Deflector - Lighted Hood Ornament - No-Mar Fuel Door Guard - Rear Fender Shields, All except Star Chief Custom Sedan, Catalina, Convertible	25.80
	Star Chief Custom Sedan, Catalina, Convertible	30.05
	Deletion allowance AP Group Fender Shields when RXX is ordered: All except Star Chief Custom Sedan, Catalina, Convertible	14.26
	Star Chief Custom Sedan, Catalina, Convertible	18.51
CM	COMFORT GROUP	
	Windshield Washers - Latex Foam Seat Cushions - E-Z-Eye Tinted Safety Glass, All except 860 3-seat SWG.	61.20
	860 3-seat SWG	68.60
PR	PROTECTION GROUP	
	Front Bumper Grille Guard - Rear Bumper Wing Guards	26.45
	Rear bumper wing guards not available on SWGS.	
A*	Hydra-Matic Transmission - All . . .	178.35
B	Underseat Heater & Defroster - All . .	85.10
C*	Power Steering - All	107.50
D	Pontiac Radio & Manual Antenna - All . .	79.90

Group	DESCRIPTION	
DX	Rear Seat Speaker - All except Conv. & SWGS	11.85
EX	Electric Antenna - All (with Radios) except STWGS.	24.85
F	Back-up Lamps - All	9.00
G	Windshield Washer - All	11.00
GX	Spot Lamp (L.H.) with Mirror - All without CO (except Convertible)	27.35
	Convertible and all with CO.	25.90
GXX	Remote-Control Mirror, L.H. - All without CO (except Convertible)	9.90
	Convertible and all with CO.	5.95
H	Dlx. Steering Wheel - All 860 Models	12.00
I*	E-Z-Eye Glass - All	32.30
J	Windshield Sun Visor and Viewer - All (except Convertible)	31.05
JX	Safety Cushioned Instrument Panel - All (except Cars with N)	19.35
K	Latex Foam Cushions - All (except 3-Seat SWGS	19.90
	3-Seat SWG	27.70
L*	Power Brakes - All	35.50
M	Electric Clocks - All Chieftrain Models	16.85
MX	Lighted Hood Ornament - All	8.40
N	Pontiac Air Conditioning - All Hydra-matic	592.00
O	Oil-Bath Air Cleaner - All	5.00
OX	Permanent Antifreeze (11 quarts) - All (Northern Areas)	6.70
OXX	Permanent Antifreeze (6½ quarts) - All (Southern Areas)	4.00
PP	Rear Bumper Wing Guards - All (except SWGS)	10.25
PX	Front Bumper Grille Guard - All	18.00
Q	Rear Fender Shields (except with RXX) - All (except Star Chief Custom Sedan, Catalina and Convertible	15.60
	All Star Chief Custom Sedan, Catalina and Convertible Models.	19.95
QX	Safty-Jack - All	12.50
R	Full-Flow Oil Filter - All	9.10
RX	Wheel Discs, Chrome (4) - All 860 Models except SWGS.	13.95
RXX	Wheel Discs, Wire (4) - All Star Chief and 870's except 870 SWGS	63.50
	All 860 Models and 870 SWGS	71.35
S	Comfort Control Front Seat - All	39.80
SX*	Power Window Lifts - All (except 2-Door SWG)	96.80
	2-Door SWG	49.50
T*	H. D. Hydra-Matic Transmission (Police—taxi—rural mail carriers, etc.) All cars in H.D. service	25.10
TX	Direction Signal - All	14.15

Group	DESCRIPTION	
V*	(5) 6-Ply Blackwall (tubeless) 7:10 x 15 H.D. tires - All (except SWGS and cars with N group)	38.30
W*	(5) 4-Ply White sidewall (tubeless) 7:10 x 15 white option, tires - All (except SWGS and cars with N group)	28.50
VW*	(5) 6-Ply White sidewall (tubeless) 7:10 x 15 white H.D. tires - All (except SWGS and cars with N group)	74.30
YX*	Heavy-duty plate battery - All 12-Volt	9.90
Z*	(5) Oversize Blackwall (tubeless) 4-Ply 7:60 x 15 tires - All (except SWGS and cars with N group)	14.00
ZW*	(5) Oversize Whitewall (tubeless) 4-Ply 7:60 x 15 white option, tires - All cars (except SWGS and cars with N group)	45.20
	White option on all SWGS and all cars with the N group)	31.25
*	Vogue two-tone paint - Standard colors	25.30
*	Vogue two-tone paint - Special colors	65.80
*	Special Solid Paint	40.50
USGF	Undercoat, Simonizing, Tank full of Gas	59.25

*** Optional Equipment**

All prices subject to change without notice

HERE IS THE PLACE TO FIGURE OUT YOUR DEAL

Price Delivered _____

MODEL _____

TOTAL DEL. PRICE _____